

FY18-20 Small Business & Industry Engagement Strategic Plan



MISSION STATEMENT

“To maximize and expand small business inclusion, industry engagement and business opportunities within the USCG Contracting Enterprise.”

VISION STATEMENT

“Create a USCG Contracting Enterprise culture that views small businesses and industry as:
1) Relevant 2) Economical 3) Advanced
4) Deliverable and 5) Yielding (R.E.A.D.Y)
to support the execution of the USCG mission.”

- 1 LEADERSHIP:** Empower the USCG Contracting Enterprise to drive meaningful engagement, industry outreach and small business inclusion for mission achievement
 - FY18** Engage the USCG acquisition community across all levels to define empowerment needs, myth-busting roles and responsibilities, as well as strategic outreach priorities
 - FY19** Implement myth-busting industry communication roles and responsibilities plan, annual strategic outreach plan and common core knowledge checks
 - FY20** Instill a culture of success through federal government-wide thought leadership by executing the USCG’s commitment to value-add industry engagement



- 3 SERVICE:** Provide sustainable and innovative business solutions that meet strategic priorities and business needs of the USCG Contracting Enterprise
 - FY18** Define engagement business needs that identify and address gaps between the USCG Contracting Enterprise’s current state and those of its desired state, while socializing the role of the Director of Small Business & Industry Liaison Programs
 - FY19** Implement streamlined processes, policies and/or programs to increase efficiency and drive alignment with the USCG Contracting Enterprise community of practice and industry development
 - FY20** Provide sustainable, tailored and innovative programs and policies that deliver accurate, timely and transparent solutions for the USCG Contracting Enterprise and industry



- 2 STAKEHOLDER ENGAGEMENT:** Collaborate to implement databased industry analysis to produce robust industry engagement outcomes for the USCG Contracting Enterprise
 - FY18** Identify the business needs of USCG internal acquisition stakeholders (i.e. KOs/PMs/CORs) to increase acquisition transparency and enhance the relationship between the USCG Contracting Enterprise and industry
 - FY19** Identify the business needs of stakeholders external to the USCG in support of program outcomes and mission achievement
 - FY20** Establish formal information exchange systems, engagements and/or resources that ensure stakeholders’ (internal and external) needs are advanced



- 4 OUTREACH:** Promote the dissemination of information related to mission outcomes for stakeholders
 - FY18** Assess policies, technology, processes and outreach methods to determine their return on mission outcomes
 - FY19** Execute foundational outreach strategies and initiatives that remove barriers and maximize return on mission outcomes
 - FY20** Promote the results of the USCG Small Business & Industry Liaison Program to value-add stakeholders (internal/external)





R.E.A.D.Y...SET...GROW



RELEVANT

1

INDUSTRY

- Industry is a valued partner to the USCG Contracting Enterprise

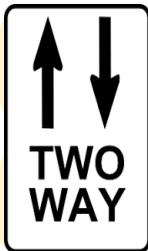
USCG CONTRACTING ENTERPRISE

- The USCG Contracting Enterprise is open for business to industry



2

ECONOMICAL



INDUSTRY ➤ Understands competitive and innovative pricing

USCG CONTRACTING ENTERPRISE ➤ Communicates the business need(s) for mission outcomes

3

ADVANCED

- Industry and USCG Contracting Enterprise embrace innovation
- Industry and USCG Contracting Enterprise embrace risk
- Industry and USCG Contracting Enterprise create business value metrics



4

DELIVERABLE

- USCG Contracting Enterprise communicates milestones for mission outcomes
- Industry activities are actionable, measurable, and will result in the intended mission outcomes



5

YIELDING

- Mission achievement
- Industry and the USCG Contracting Enterprise are:

“Semper Paratus”

For small business policy and industry engagement inquiries contact:

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NOTE:
Please contact the cognizant Small Business Specialist (SBS) in the command or logistics center with procurement questions regarding specific requirements germane to each Chief of Contracting Office (COCO) and marketing capabilities. For SBS point of contact Information visit:
<http://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Doing-Business/Small-Business-Representatives/>

